

Demographics Information for Hampton Virginia

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As of the 2020 census the estimated population of Hampton is 134,510. The two largest ethnicity blocks are African American at about 51.3% and Caucasian at 41.2%. A small mix of other races making up the remaining roughly 8% (U.S. Census). Black heritage is a large part of the Hampton area, both year-round and there are a large number of events held in February. In particular centering on Fort Monroe which is where the first African slave ship landed during the colonial days (U.S. National parks service). Given how much of modern America started in the Hampton roads area, with Jamestown just a 30-minute drive to the north, Williamsburg just past that, and the fact Hampton itself which was settled by the current U.S. in 1610, local history is something many people in the area also take an interest in as some of the oldest American settlements in existence nearby (Hampton History Museum). 20.9% of the population is younger than 18 years old, so a healthy 1/5 of the community is school aged. 82% of the population has access to home internet, meaning the vast majority will be able to attention online events from their own home (U.S. Census).

As with many locations throughout the world, the 2021-2022 fiscal budget has a few question marks in it. Before COVID struck, the Hampton Virginia area was set to have its best fiscal year since the great recession hit and was looking to make a lot of long-term investments (Bunting M). However much of the economy slowed dramatically with closures. Some of the ways this was offset was by freezing staff sizes and not rehiring when people left positions for much of the 2020-2021 year except when it was deemed necessary for a position to be filled. In spite of that the upcoming fiscal year will have a 2.6% increase in the budget which amounts to \$12,403,801. This makes the total budget \$530,279,092. Even with rising property values, the city is looking to keep property tax rates stagnant from the past years to try and ease the burden on citizens as the 51 million gained from the American Rescue Plan has a clause saying cities

may not reduce their tax rates as part of accepting the offered funds. The additional 51 million helps close the gap for keeping property taxes flat as other prices rise, alongside the new housing additions being added to the community which will lead to more people paying into that revenue stream. Hampton is a part of Virginia known as Hampton Roads or Tidewater, in this location spread across the seven cities we are home to the largest naval base in the world. Hampton is also home to the only NATO command within the United States. With over 100,000 military personnel in the area the military is a significant portion of the population and Department of Defense spending is estimated to account for 45% of local economic activity. A temporary increase in military spending is helping to offset reduced tourism money. In addition, there is a coincidental but well-timed large boost to local economy in the short term is the expansion of the Hampton Roads Bridge tunnel, taken up by the state to alleviate choked daily traffic conditions. This is a joint project shared between cities in the area, state and VDOT (Virginia Department of Transportation). The additional contractors hired on, local food services partnered to provide food to workers, and the workers being in the area and thus buying from local businesses will provide additional funds throughout the project set to finish in November 2025.

As a coastal city, flood mitigation is frequently at the top of things the city of Hampton is looking to improve with rising sea levels. Homeowners pay a stormwater fee with their property taxes each year and showed broad public support as one of the top priorities raising the fee to increase the budget in the coming fiscal year with each household paying roughly an additional \$4.07(Bunting M.). Some projects managed by this storm water fee include maintenance on existing ditches and pipes, beach restoration and elevating roads to make them more flood resistant. The Workone Workforce development program with which the library is partnered through providing information to interested applicants will be unfrozen in the coming year. This

program helps to provide skills and training to interested workers to make them more competitive when pursuing jobs. With so many businesses not hiring and in many cases cutting back, along with in person restrictions the program was suspended to cut costs and meet social distancing measures but is looking to return in 2021 as vaccine rollout increases and more of the economy starts to open up again. The Summer Youth Employment program was in a similar situation where the city attaches teens to entry level positions to let them try out career they might be interested in pursuing while gaining practical work experience, but with so few jobs available and social distancing guidelines it was suspended in 2020 and looks forward to opening its door to the library and many other city departments here in 2021. Hampton is also looking to invest in the “Hampton’s Comprehensive violence Prevention Implementation Plan”. This is a program designed to end the circumstances that lead to things such as gun violence and reduce the trauma on families who are victims. A task force team is established to study the circumstances around occurrences of violent crime, establishing partnerships with local hospitals to stage interventions, connecting low-income individuals with community programming and an employment program to connect at risk individuals with livable wage jobs to increase quality of life. This has been a long-term project for Hampton, in the 90’s it had a reputation as a rough area I remember when growing up. The city has put years of effort into buying land where crime was common remodeling it with new streetlamps, affordable housing and community centers (Hampton Bus tour). In addition to other infrastructure projects such as Hampton fire station 11, which doubles as the coordination center during natural disasters with fortified walls, increased communications facilities and other high technology upgrades (Joe Brown). By taking these high crime areas purchasing the land and investing in various public works Hampton has successfully driven down violent crime over the years, however it is still a work in progress.

The Hampton Public Library consists of four buildings, the Charles H Taylor memorial library, more colloquially referred to as the main branch. In addition, there are three smaller branch libraries, Phoebus, Willow Oaks and North Hampton. There are around 60 employees to the Hampton Public Library system, between full and part time clerks, tech services, cleaning staff and so on. The Hampton Library for 2021 has a budget of \$2,136,565, with a collection of approximately 283,000 items (appendix A). Programing at this time is still in flux as we weight in person and virtual programs looking at COVID numbers. At this time included are virtual sessions with authors, online book clubs, informational seminars and bookvan services. The stated mission of the library is “The Hampton Public Library's mission is to ensure that Hampton citizens have the intellectual tools for a lifetime of learning and civic participation”.

The Hampton Public Library is funded by the city of Hampton and typically receives a satisfaction rating of 95% or better from the bi yearly citizen satisfaction surveys (Appendix A). Our main goal is to aid our users making them a high-power group and high interest within our stakeholders. Many of the bonus's and much of our funding is tied to the citizen satisfaction surveys and they are often cited in negotiations with the city over funding. Keeping citizens happy gives the Hampton Library more funding in both city-wide terms and donations from satisfied patrons. The city itself also has a high interest and place of power in the library. The city wants satisfied and happy citizens to attract new residents and businesses to the city, which in turn increases its tax revenue. A well-stocked library helps provide free materials for residents looking to grow their skills, save a bit of money, or provide entertainment when they might not be able to afford much. Finally, I would place staff as high interest and power as well, the staff are the people who provide the services that keep citizens happy and then loops into additional funding. A disinterested staff who does the bare minimum will likely see lower satisfaction they are in many ways the real face of the library. By getting to know the regular patrons and

anticipating their wants or being able to be friendly and helpful to someone just passing through, the staff is just as much a part of the experience as the collection. As someone who works in the system, I can speak from experience of having worked at every branch for some amount of time that myself and the majority of my coworkers have a personal goal when interacting with patrons that if we cannot solve the specific problem they have, we want to give them a solid next step on where they need to go and what they need to do next. That mentality is likely a decent part of why the library is rated in the city as well as it is. I consider these three elements to be intertwined with each other as the library's steady core of funding and engagement.

Some lower value but still important elements could be potential new users, they do not currently engage with library services so I rate them a bit below current users, grant organizations might invest in us for specific projects but are likely not a steady source of funding putting them in a medium range that can help us grow but will not maintain us day to day. Also, the state government does help out with local government issues, but Hampton Library has far less pull and influence with the state of Virginia then we do with the city of Hampton making them a low interest and power stakeholder with a much wider interest then a single local library.

Many private daycare centers are partnered with the library either through weekly tours during parts of the year where the center brings their children to the library to let them check out books and give them practice having the responsibility of caring for a book, or receive books though things like the book van program where the library comes to their center with crates of books selected by a librarian either as a grab bag, or if the school/daycare submits a lesson plan and books are selected to fit the nature of the lessons being taught as supplemental resources. There is also still a healthy section of the population without home internet, which has led to one of the successful partnerships for the library with Verizon where they provide mobile hotspots

with free internet for the two weeks of their check out duration. Backlog for these has existed since day one with talks to get more in the future.

The strategic plan within the library is in the process of evolving. Between the challenges of COVID prompting more focus on digital programming and the racial reckoning going on around the country with our over 50% African American population we have been riding the wave to accelerate certain areas of growth. One focus is increasing representation within our collection, we already had a decent sized focus on African American authors with them having their own separate tag in our catalogue and sticker on physical books, but there has been a large influx of LGBTQ+ stories across all age ranges alongside some additional focus on other ethnic minorities. The goal within the library is for any individual to find representation of themselves within our collection to allow a more diverse community.

The plan for the city is divided into geographically based sections, for example, the Buckroe area is a beachfront, there is a focus on improving streets to smooth flow of traffic, upgrading the pier for local fishing, create more affordable housing and create a main street with a focus on small restaurants and beach themed businesses. Whereas the area around the Coliseum is envisioned as a downtown mini metropolitan area. The central business district for the city that will drive revenue with its easy highway access and large buildings like the Hampton Convention Center and Coliseum there to drive large ticket high crowd events. The overall goal is to promote the unique microcosm of what many locals call 'as close to living in the country as you can get in the city'. Different districts have very distinct feels, you can have large fields with horses and drive 15 minutes to get to a densely populated downtown city center. Leaning into that unique feel to attract people who want the quiet life or a fast paced one in the same place.

Part 2

Hampton Virginia, and the Hampton roads area has many microcosms spread across it. One thing many of the 7 cities have to bear in mind is that they are coastal cities and to be mindful of the risk of flooding. Doubly so due to the fact that the southeastern Virginia region is the most at risk for flooding on the eastern seaboard (SeaLevelRise.org). Hampton has only to look across the bridge at our sister city Norfolk to see how much of an impact road flooding from simple rainstorms can have on routes and commutes and even risks of where you park when you get home. The Hampton Roads area in general is sinking, which compounds with the problem with rising sea levels (SeaLevelRise.org). The reason behind the sinking is multi-faceted, increased weight from higher population density, removal of ground water from aquifers, and the melting of a massive ice sheet on the northern side of the section of the earth's plate southeast Virginia lives formally tilting the area upward. This ice sheet was located all the way in Canada, showing how interconnected so many things are on our planet (Hafner, K). There is not a lot of an upside to rising water levels on the community apart from perhaps acting as a binding force to spur community action. With two of our libraries less than a 15-minute walk from the bay this is a factor the library needs to keep its eye on. With a vast collection of thousands of books alongside dozens of computers, a server system and more, flooding reaching these locations would be catastrophic. Unfortunately, things like city planning and flood prevention fall outside of the purview of the library. There are things the library can do raise awareness on the subject and keep the population informed on possible effects and solutions. The library has a large community, and we can use our 'megaphone' to help combat a challenging problem for our region. At this time the library does not directly reference this problem in its strategic plan. Valerie Gardner, the library director is at many of the city's

meetings about the future is aware of the city's efforts and blueprints going forward. Should the need arise using its position as a public education platform the Hampton library can raise public awareness with programming, community announcements and literature. We could host city planners talking about upcoming projects, have climate experts present, or put together pamphlets or digital slideshows demonstrating the need for increased funding.

As another part of investing in the future the Hampton Public Library is also a co-sponsor of the summer youth employment program. One of the various arms of the youth violent prevention initiative that has been running since 2014(Hampton, VA - Official Website). The program pairs teens with various city divisions, local businesses and nonprofits who partner with the initiative. When possible, teens are paired based on interests and prior experience when applicable. This program at its heart is a mentorship for teens to give them practical work experience, a constructive use of their free time, and the chance to earn a bit of extra spending money over the summer months. Young people are taught basic skills not usually covered directly in schools like time management and professional etiquette. The benefits for the library are many, they can help invest in the community, get an extra set of hands for short term projects like large scale weeding, and gain insight into current trends with a sometimes difficult to reach demographic by spending time talking with the teen employee about their interests and maybe letting them design a program or two that might appeal to their friends. In addition, it gives a few young people some experience and skills to help combat the difficult loop of you need experience to work but can't get experience without being hired. This gives teens a better chance to be successful later in life and be able to give back to the community so very much

falls into the strategic plan of enriching and educating all members of the surrounding community.

Finally in an effort to reach more members of the community there is the movement towards digitization. With 82% of homes having access to home internet that is a more than healthy majority of the community (*U.S. Census Bureau*). While in person programming is something the Hampton Public Library would like to start doing again as more people get vaccinated there were a lot of partnerships during the pandemic that are likely to continue. New opportunities to coordinate with other libraries and authors that would not have otherwise happened such as some of the zoom calls with authors during the October Fright Fest event (Hampton Public Library official Facebook page). Mixed online and in person programs might become more common, it allows people who might not have time or transportation the chance to take part in programs they are interested in, while not taking away from in person interactions that people are craving after a year of lockdown. Internet saturation is also likely to only increase (The Pew Charitable Trusts), in addition with the large military presence in the area families or individuals can get a sense of the library before moving into the area or continue to interact when they have to move away if they enjoy the community. There is a wealth of opportunity that can be found with mixed programs that include a live and online element presenting the best of both worlds. COVID has already forced the investments, so continuing to use what was bought can only benefit the library and allow us to reach more people to encourage lifelong learning. It would need some further adaptation with things such as disclosure agreements to be recorded for privacy purposes and that will be a challenge going forward. However, offering a healthy mix of programming options feels like a promising

future for library events that maximizes community engagement. There has not been an official outlining of this movement within the library's current plan however, it is more circumstantial as the Hampton library is taking steps towards being more active on social media, creating online programming which accelerated with COVID, and expanding online resources. There are some limitations under the current model, without it being outlined explicitly in the library charter it is largely up to the whims and knowledge of whatever staff members are present, and additionally there is no dedicated computer specialist within the library itself, all IT and website development is handled by a citywide department that serves all the different divisions of the city making the library one of many people that has to share this small teams focus.

Part 3: The wrong kind of touchdown

Storms are a common part of the local area and while the population typically knows how to secure everything important and recognize when it is time to leave, sometimes there are things outside of human control. This particular scenario will assume a powerful hurricane has come to the area, during this time a tornado touches down at the North Hampton branch library destroying it and the shopping center it lives in. This scenario offers two unique complications for the library system which I find interesting and lead me to choose the North Hampton Branch. The first being the building of the North Hampton branch resides in is not owned by the city but rented from a 3rd party owner. For the purposes of this we will also assume the landowner has no plans to rebuild the facilities so while the items within the library are insured and can be replaced the location is now effectively gone. I will note The Willow Oaks library also shares this issue should a similar event occur at their location. The second issue for the loss of North Hampton comes from its location. The other three libraries in

Hampton are located relatively close together and could help pick up the slack if a disaster event occurs but there is nothing else the library owns remotely close by at North Hampton. This scenario was selected because while it is not the most likely thing that a tornado will touch down in this exact spot, tornados and hurricanes are semi normal occurrences, so it is far from impossible. In addition, this plan can apply to any manner of similar acts of destruction, termites getting into the building weakening it so something like a nor'easter which occur regularly ruins the building beyond repair or the most likely event a fire. Realistically this applies to any sort of localized destruction event. I just happen to be very afraid of tornados and they are something I worry about because I feel if one touched down near me there isn't much I can do about it. Three separate outcomes from this event will be examined.

The first is the most optimistic scenario, due to North Hamptons unique location and the history of the city buying land to remake it into useful places for the community the city decides to take the opportunity to buy out the owner at what might be a decent price for the city to take the hassle of managing the now empty lot off their hands. The former space the North Hampton branch resided in was only half the building but with the entire lot purchased they remake North Hampton bigger than ever filling out the lot. This would be a sizable investment for the city between land purchase and a building with that much of a size difference would need more staff then were employed before the disaster. However, it would present the opportunity to create a brand-new building that would have space for more materials and the chance to implement new investments in the library system for something like a maker's space or other similar new services from the library. Since North Hampton is the closest library to half of the city, it could make an ideal testing ground to see if such a thing would be useful to install

in the Main Branch as well. To do so currently would require either weeding out a sizable amount of the collection with nowhere else for it to go, but a new building could be a new testing ground to gauge use. This would potentially lead to in terms of size there being something akin to a North and South main. This given their positioning at the effective opposite ends of the city would be a sensible if costly public investment.

In a second more likely scenario the city could offer to purchase a section of either that lot or find another comparably sized location in the general area to buy and rebuild or rent for a suitable looking for a comparable size to the old branch. It would be less ambitious and more of maintaining the status quo which would not push the library forward but not set it back either. There are some challenges in both these situations, such as what does the library do to reach these people who are without a library suddenly while construction occurs, or a new location is chosen and what do you do with North Hamptons staff in the meantime. For the staffing issue COVID actually demonstrated a decent idea, if there is not enough work at the other branches to justify the full staff being divided among them, they could fill in clerical positions at different city departments. This occurred with a large portion of library staff when buildings were closed to the public to ensure people could still maintain their living situation, and see the city still gain benefit. Between personal experience with my own time in the fire department and statements from Valerie Gardner library direction, and Mary Bunting city manager, library staff was enjoyed at other locations and able to effectively integrate at the chosen sites. For patrons a sort of intern 'mini library' might be set up in North Hampton community center. It is also a city run building, not much more than a mile down the road from the library location and serves an adjacent function in the community. Ideally some things could be shuffled around to give the

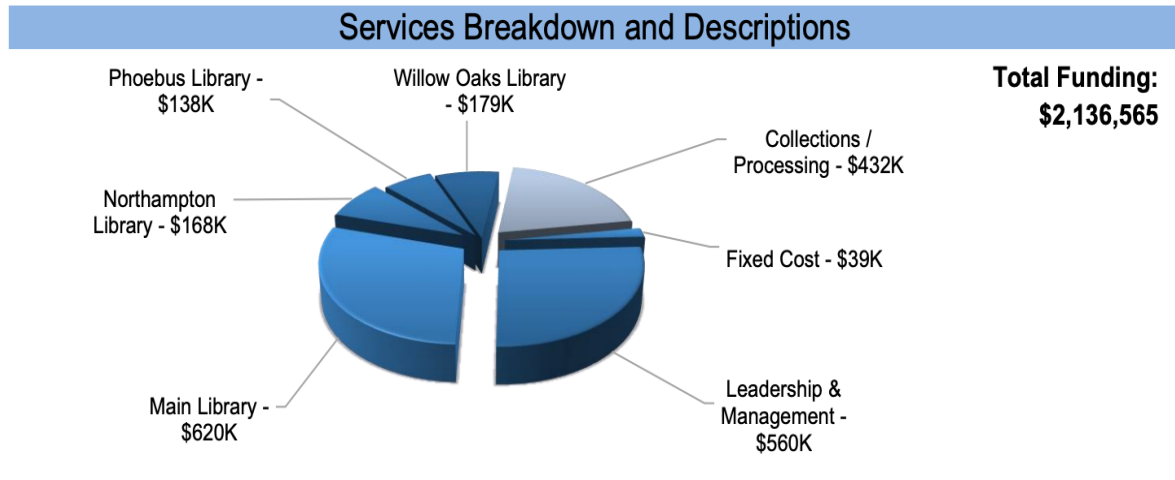
library a room where there would not be a collection housed but books ordered from other branches could be dropped off each morning as is the current norm between branches.

Additionally, to not cut off computer access to venerable users the city could deploy some laptops, a printer, maybe even a scanner could be set up in this room. I am aware of ongoing talks with the city to get it to invest in wireless printing capabilities for the library system so people could come and print from their phones and other devices without going through library computers. This would be an ideal time to set up this system both in the intern North Hampton and should transfer fairly simply to other libraries as well. Likely the North Hampton manager at the time would be responsible for running this mini library while other staff works in other departments until it can all come back together when the new building is complete.

The least ideal situation would be the city decides that with the finical troubles of COVID still on the horizon it doesn't have the funds to build or rent a new location. In this situation they could look at the skillsets of existing library staff offer them priority for other open positions that might be on some level similar as a sort of olive branch and hopefully not cut them loose without warning, though it is possible that could be the decision made. The thought of a mini library outpost could be used still however it would be much less appealing as an indefinite solution for library staff, the community and the North Hampton Community Center might not want the library there forever. Given the idea of closing some branches was floated back when the recession hit and there was enormous resistance to the idea as the city was flooded with communication disapproving the idea. The city might not be eager to meet that level of backlash again which that decision would likely invite so it is unlikely that this route would be chosen.

Appendix

Hampton City Library Budget 2021-2022

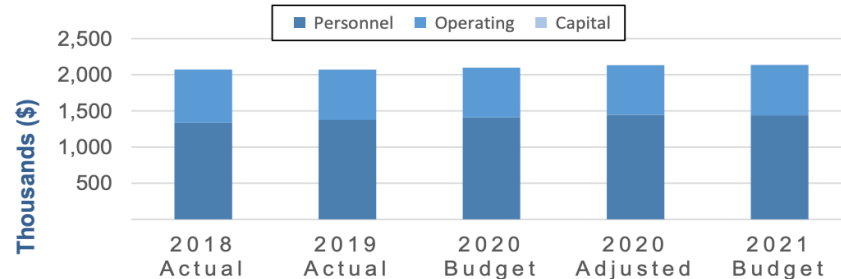


Indicator	Type	2018 Actual	2019 Actual	2020 Estimate	2021 Target
% of total collection checked out at least once in the year	Efficiency	21.10%	22.10%	28.00%	25.00%
Total # of books in the Library Collection	Explanatory	281,219	279,663	283,000	283,000
# of Visits	Outcome	445,467	405,261	508,000	425,000
# of Members who used their library card at least once/year	Outcome	7,267	7,101	6,950	6,999
Citizen Satisfaction Rating	Outcome	95%	96%	97%	97%
# of Individual Use of Internet Terminals	Outcome	93,948	83,493	112,000	85,000
Program Attendance	Outcome	40,842	37,911	32,200	34,000
Webpage Hits	Outcome	176,931	194,510	156,000	165,000
# New Library Cards / Registrations issued	Output	3,634	4,086	4,635	4,700
Library Materials Lending	Output	351,796	323,652	402,000	330,000
# of Meeting Room Events	Output	1,460	1,378	1,550	1,550

Mission

The mission of the Hampton Public Library is to ensure that our citizens have the intellectual tools for a lifetime of learning and civic participation.

Expenditure Summary and History



	2018 Actual	2019 Actual	2020 Budget	2020 Adjusted	2021 Budget	Increase / (Decrease)
Personnel Services	1,335,515	1,376,428	1,412,737	1,446,688	1,440,611	(6,077)
Operating Expenses	737,485	697,317	686,971	686,971	695,954	8,983
Capital Outlay	0	7,191	0	0	0	0
Grand Total	2,073,000	2,080,936	2,099,708	2,133,659	2,136,565	2,906

Hampton Public Library Mission Statement

Mission

The Hampton Public Library's mission is to ensure that Hampton citizens have the intellectual tools for a lifetime of learning and civic participation, such as:

- Lending - making accessible the materials our community needs for information and recreation
- Information services - providing information and reference assistance and fostering the community's ability to access information
- Literacy skill building - providing resources and support for literacy in families across the community
- Public technology - using computers to improve public access to information and to support students and independent learners
- Community space - providing facilities for groups or individuals, developing partnerships that help us meet the information needs of our community and providing an environment that helps adolescents build developmental assets

Downtown Hampton



Aerial view of Hampton



Map of Hampton Library Locations(Note law library is actually in the main branch long story)



Hampton University Equine Center




























Buckroe Beach Hampton Va



Hampton History Museum Phoebus Exhibit



U.S. Census Data

Population	
 Population estimates, July 1, 2019, (V2019)	134,510
 Population estimates base, April 1, 2010, (V2019)	137,464
 Population, percent change - April 1, 2010 (estimates base) to July 1, 2019, (V2019)	-2.1%
 Population, Census, April 1, 2020	X
 Population, Census, April 1, 2010	137,436
Age and Sex	
 Persons under 5 years, percent	△ 6.1%
 Persons under 18 years, percent	△ 20.9%
 Persons 65 years and over, percent	△ 15.7%
 Female persons, percent	△ 52.0%
Race and Hispanic Origin	
 White alone, percent	△ 41.2%
 Black or African American alone, percent (a)	△ 51.3%
 American Indian and Alaska Native alone, percent (a)	△ 0.6%
 Asian alone, percent (a)	△ 2.4%
 Native Hawaiian and Other Pacific Islander alone, percent (a)	△ 0.2%
 Two or More Races, percent	△ 4.3%
 Hispanic or Latino, percent (b)	△ 6.2%
 White alone, not Hispanic or Latino, percent	△ 37.4%
Computer and Internet Use	
 Households with a computer, percent, 2015-2019	91.4%
 Households with a broadband Internet subscription, percent, 2015-2019	82.0%
Education	
 High school graduate or higher, percent of persons age 25 years+, 2015-2019	91.4%
 Bachelor's degree or higher, percent of persons age 25 years+, 2015-2019	26.9%
Health	
 With a disability, under age 65 years, percent, 2015-2019	11.6%
 Persons without health insurance, under age 65 years, percent	△ 7.9%
Economy	
 In civilian labor force, total, percent of population age 16 years+, 2015-2019	60.2%
 In civilian labor force, female, percent of population age 16 years+, 2015-2019	59.6%
 Total accommodation and food services sales, 2012 (\$1,000) (c)	249,039
 Total health care and social assistance receipts/revenue, 2012 (\$1,000) (c)	888,668
 Total manufacturers shipments, 2012 (\$1,000) (c)	508,321
 Total retail sales, 2012 (\$1,000) (c)	1,512,476
 Total retail sales per capita, 2012 (c)	\$11,053

Housing	
<i>i</i> Housing units, July 1, 2019, (V2019)	60,129
<i>i</i> Owner-occupied housing unit rate, 2015-2019	55.7%
<i>i</i> Median value of owner-occupied housing units, 2015-2019	\$186,700
<i>i</i> Median selected monthly owner costs -with a mortgage, 2015-2019	\$1,511
<i>i</i> Median selected monthly owner costs -without a mortgage, 2015-2019	\$495
<i>i</i> Median gross rent, 2015-2019	\$1,118
<i>i</i> Building permits, 2020	211
Families & Living Arrangements	
<i>i</i> Households, 2015-2019	54,050
<i>i</i> Persons per household, 2015-2019	2.41
<i>i</i> Living in same house 1 year ago, percent of persons age 1 year+, 2015-2019	81.2%
<i>i</i> Language other than English spoken at home, percent of persons age 5 years+, 2015-2019	6.5%

Wise Road Hampton VA during/after a light rainstorm





Kincaid Road, Hampton VA after heavy rainstorm



Sherwood Forest apartments Norfolk VA November 12 2020 during hurricane Eta



Fright Fest Promo Poster



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